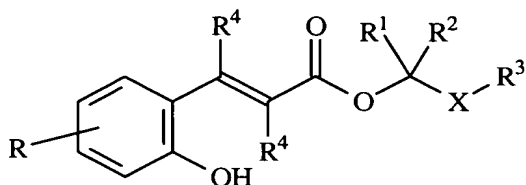


## WHAT IS CLAIMED IS:

1. A photo-activated pro-accord conjugate having the formula:



wherein:

a.) X is:

- i)  $-NR^7-$ ;
- ii)  $-NH-$ ;
- iii)  $-S-$ ;
- iv)  $-N(R^8)_2-$
- v) or mixtures thereof;

wherein  $R^7$ , and each  $R^8$  is independently selected from

$C_1$ - $C_{20}$  substituted or unsubstituted, linear or branched, cyclic or acyclic hydrocarbyl;  $C_3$ - $C_{20}$  substituted or unsubstituted, cyclic or acyclic heterocarbyl;  $C_6$ - $C_{20}$  substituted or unsubstituted alkaryl, aryl or aralkyl; or mixtures thereof;

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b.) R is a photo-labile unit modulating group;

c.)  $R^1$  is selected from:

- i)  $C_1$ - $C_{20}$  substituted or unsubstituted, linear or branched, cyclic or acyclic hydrocarbyl;
- ii)  $C_3$ - $C_{20}$  substituted or unsubstituted, cyclic or acyclic heterocarbyl;
- iii) or mixtures thereof;

d.)  $R^2$  is selected from:

- i) hydrogen;
- ii)  $R^1$ ;

wherein  $R^1$  and  $R^2$  are moieties when taken together with a carbonyl moiety comprise an aldehyde or a ketone having the formula:



which is capable of being released by said photo labile compound; and

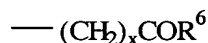
e.)  $R^3$  is selected from:

- i) C<sub>1</sub>-C<sub>20</sub> substituted or unsubstituted, linear or branched, cyclic or acyclic hydrocarbyl;
- ii) C<sub>3</sub>-C<sub>20</sub> substituted or unsubstituted, cyclic or acyclic heterocarbyl;
- iii) hydrogen;
- iv.) or mixtures thereof;

wherein when any 2 or more moieties selected from any non-hydrogen R<sup>3</sup>, R<sup>7</sup> or R<sup>8</sup>, combine, said moieties form a common ring;

f.) R<sup>4</sup> is selected from:

- i) hydrogen;
- ii) halogen;
- iii) -OR';
- iv) -N(R')<sub>2</sub>;
- v) -SR';
- vi) nitrilo;
- vii) a carbonyl comprising unit having the formula:



wherein R<sup>6</sup> is hydrogen, -OR', -N(R')<sub>2</sub>, C<sub>1</sub>-C<sub>20</sub> substituted or unsubstituted, linear or branched, cyclic or acyclic hydrocarbyl, C<sub>3</sub>-C<sub>20</sub> substituted or unsubstituted, cyclic or acyclic heterocarbyl, or mixtures thereof;

- viii) C<sub>1</sub>-C<sub>20</sub> substituted or unsubstituted, linear or branched, cyclic or acyclic hydrocarbyl;
- ix) or mixtures thereof.

2. A conjugate according to Claim 1 wherein X is -NH- or -NR<sup>7</sup>-.

3. A conjugate according to Claim 1 wherein R is selected from:

- a.) hydrogen;
- b.) halogen;
- c.) -OR';
- d.) -N(R')<sub>2</sub>;
- e.) -SR';
- f.) -CN;
- g.) -NO<sub>2</sub>;

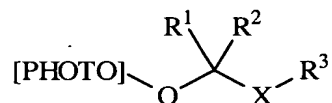
- h.)  $-\text{C}(\text{O})\text{R}'$ ;
- i.)  $-\text{C}(\text{O})\text{OR}'$ ;
- j.)  $-\text{OC}(\text{O})\text{R}'$ ;
- k.)  $-\text{SO}_2\text{R}'$ ;
- l.)  $-\text{SO}_3\text{R}'$ ;
- m.)  $-\text{OSO}_2\text{R}'$ ;
- n.)  $\text{C}_1\text{-C}_{20}$  substituted or unsubstituted, linear or branched, cyclic or acyclic hydrocarbyl;
- o.)  $\text{C}_1\text{-C}_{20}$  substituted or unsubstituted, linear or branched, cyclic or acyclic heterocarbyl;
- p.) or mixtures thereof;

wherein  $\text{R}'$  is hydrogen,  $\text{C}_1\text{-C}_{20}$  hydrocarbyl,  $-\text{OH}$ , and mixtures thereof;

- 4. A conjugate according to Claim 3 wherein  $\text{R}$  is  $-\text{OH}$ ,  $\text{C}_1\text{-C}_{20}$  substituted or unsubstituted, linear or branched, cyclic or acyclic hydrocarbyl; or mixtures thereof.
- 5. A conjugate according to Claim 4 wherein  $\text{R}$  is  $-\text{OH}$ .
- 6. A conjugate according to Claim 2 wherein  $\text{R}^1$  and  $\text{R}^2$  are moieties when taken together with a carbonyl moiety comprise a ketone.
- 7. A conjugate according to Claim 2 wherein  $\text{R}^1$  and  $\text{R}^2$  are moieties when taken together with a carbonyl moiety comprise an aldehyde.
- 8. A conjugate according to Claim 2 wherein  $\text{R}^3$  is a unit derived from a fragrance raw material alcohol.
- 9. A conjugate according to Claim 2 wherein  $\text{X}$  is  $-\text{NH}-$ .
- 10. A conjugate according to Claim 9 wherein  $\text{R}^1$  and  $\text{R}^2$  are moieties when taken together with a carbonyl moiety comprise a ketone.
- 11. A conjugate according to Claim 9 wherein  $\text{R}^1$  and  $\text{R}^2$  are moieties when taken together with a carbonyl moiety comprise an aldehyde.

12. A system for delivering a fragrance accord, said system comprising:

- a) from about 0.0001% by weight, of a photo-activated pro-accord conjugate, said pro-accord conjugate having the formula:



wherein [PHOTO] is a photo-labile unit which upon exposure to electromagnetic radiation is capable of releasing a pro-accord unit;

X is:

- i)  $-\text{NR}^7-$ ;
- ii)  $-\text{NH}-$ ;
- iii)  $-\text{S}-$ ;
- iv)  $-\text{N}(\text{R}^8)_2-$
- v) or mixtures thereof;

wherein  $\text{R}^7$ , and each  $\text{R}^8$  is independently selected from

$\text{C}_1$ - $\text{C}_{20}$  substituted or unsubstituted, linear or branched, cyclic or acyclic hydrocarbyl;  $\text{C}_3$ - $\text{C}_{20}$  substituted or unsubstituted, cyclic or acyclic heterocarbyl;  $\text{C}_6$ - $\text{C}_{20}$  substituted or unsubstituted alkaryl, aryl or aralkyl; or mixtures thereof;

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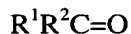
$\text{R}^1$  is selected from:

- i)  $\text{C}_1$ - $\text{C}_{20}$  substituted or unsubstituted, linear or branched, cyclic or acyclic hydrocarbyl;
- ii)  $\text{C}_3$ - $\text{C}_{20}$  substituted or unsubstituted, cyclic or acyclic heterocarbyl;
- iii) or mixtures thereof;

$\text{R}^2$  is selected from:

- i) hydrogen;
- ii)  $\text{R}^1$ ;

wherein  $\text{R}^1$  and  $\text{R}^2$  are moieties when taken together with a carbonyl moiety comprise an aldehyde or a ketone having the formula:



which is capable of being released by said photo labile compound; and

$\text{R}^3$  is selected from:

- i) C<sub>1</sub>-C<sub>20</sub> substituted or unsubstituted, linear or branched, cyclic or acyclic hydrocarbyl;
- ii) C<sub>3</sub>-C<sub>20</sub> substituted or unsubstituted, cyclic or acyclic heterocarbyl;
- iii) hydrogen;
- iv) or mixtures thereof;

wherein when any 2 or more moieties selected from any non-hydrogen R<sup>3</sup>, R<sup>7</sup> or R<sup>8</sup>, combine, said moieties form a common ring; and

- b.) the balance carriers and other adjunct ingredients.

13. The system of Claim 12, wherein said system comprises a photo-activated pro-accord conjugate according to Claim 1.

14. The system of Claim 12, wherein said system comprises a product selected from the group consisting of a hair care product, beauty care product, a laundry or cleaning product, a food or beverage product, a paper product, or a pet care product.

15. The system of Claim 14, wherein said system comprises a product selected from the group consisting of a cream, a lotion, a deodorant, an antiperspirant, a nail polish, a hair spray, a hair gel, a leave-in conditioner, a fabric static control sheet, a fabric refresher spray, a carpet refresher spray, an air freshener, a diaper, a toilet paper, a cleaning wipe; a food, a coffee, a pet food, a body wash, a bar soap, a hair shampoo, a body shampoo, a hair conditioner, a body conditioner, a pet shampoo, a pet conditioner, a hair colorant, a laundry detergent, a fabric softener, a hard surface cleaner, or a carpet cleaner.

16. A method of delivering a photo-activated pro-accord conjugate to a situs, said method comprising the step of contacting a situs with the photo-activated pro-accord conjugate of Claim 1.

17. A method for delivering an accord to a situs, said method comprising the steps of:

- a.) delivering to a situs a photo-activated pro-accord conjugate according to Claim 1; and
- b.) exposing said photo-activated pro-accord conjugate to electromagnetic radiation capable of initiating release of said fragrance raw materials.